

**GOVERNMENT OF INDIA
RAILWAYS
LOK SABHA**

UNSTARRED QUESTION NO:299
ANSWERED ON:19.02.2009
ADVERTISEMENTS IN TRAINS
Singh Shri Rakesh

Will the Minister of RAILWAYS be pleased to state:

- (a) the details of the scheme in vogue for earning revenue through advertisements in trains;
- (b) the details of revenue earned by the Railways under this scheme during the last three years, particularly in West Central Railway, Jabalpur;
- (c) whether the Railways have undertaken any study to evaluate implementation of the said scheme; and
- (d) if so, the outcome thereof?

Answer

MINISTER OF STATE IN THE MINISTRY OF RAILWAYS(DR. R. VELU)

- (a): There are various schemes of commercial advertising on interior and exterior of the trains like display of advertisement panels, vinyl wrapping of coaches, package of advertising rights on trains etc.
- (b): The earnings made through commercial publicity including publicity on trains during the last three years viz. 2005-06, 2006-07 & 2007-08 have been Rs. 78.09 crore, Rs. 100.5 crore & Rs. 153.25 crore respectively. Out of this West Central Railway has earned Rs. 0.94 crore, Rs. 1.29 crore & Rs. 1.27 crore during these years respectively.
- (c) & (d): The policy guidelines for commercial publicity are reviewed from time to time so as to optimize the earning through this source and also to try new ideas. This is a continuous process.